

# Stone Mountain State Park

## Summary

Stone Mountain State Park is located in the West District in Wilkes County.

### Stone Mountain State Park Visitors

In 2004, there were 425,988 visitors to Stone Mountain State Park. Of those, 15 percent (65,835) were from Wilkes County (locals); 65 percent (278,829) were primary purpose, non-local visitors (visitors residing outside of Wilkes County that are in the area for the primary purpose of visiting the park); and 19 percent (81,325) were casual use, non-local visitors (visitors residing outside of Wilkes County that are in the area for other reasons than visiting the park) (Figure 81).

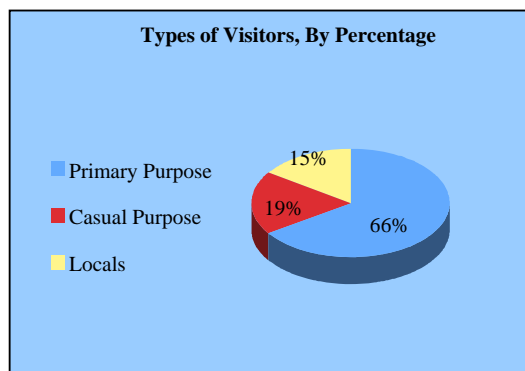


Figure 81. Stone Mountain - Types of Visitors

Visitors typically enjoyed hiking, picnicking, and camping (Figure 82).

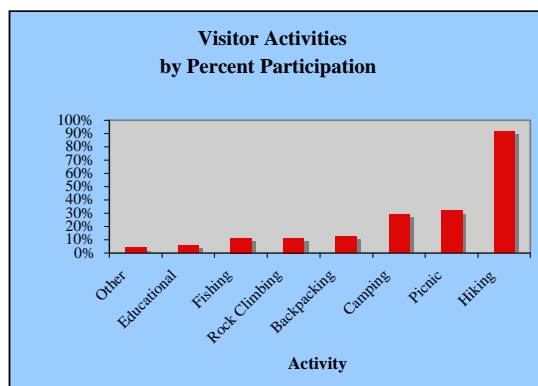


Figure 82. Stone Mountain - Visitor Activities

### Visitor Expenditures

Those individuals who reside outside of Wilkes County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$3,071,178 while visiting the region. The bulk of that amount was spent on auto expenses, dining out, groceries, and lodging (Figure 83).

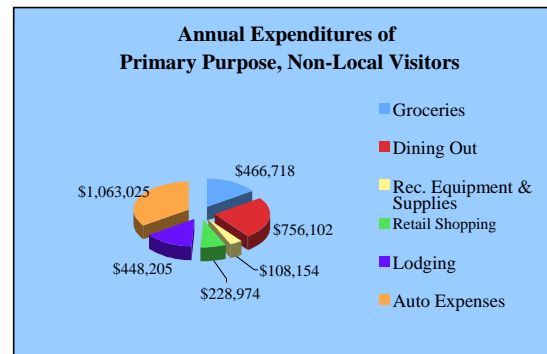


Figure 83. Stone Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

### Economic Impact

Non-local park visitors that are primarily in the area to visit Stone Mountain are especially important to the local economy. They bring and spend dollars from outside Wilkes County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

## Economic Impact of Stone Mountain State Park

### *Impact on Sales*

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$3,829,232. Most of this impact occurred in the form of spending for dining out and auto expenses (Figure 84).

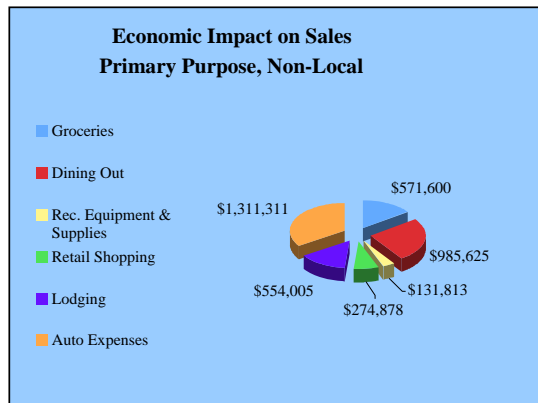


Figure 84. Stone Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

### *Impact on Personal Income*

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,514,536 (Figure 85). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

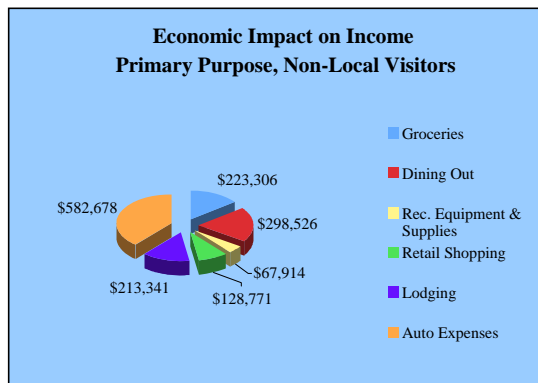


Figure 85. Stone Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

### *Impact on Employment*

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 79.4 full-time equivalent jobs in Wilkes County (Figure 86).

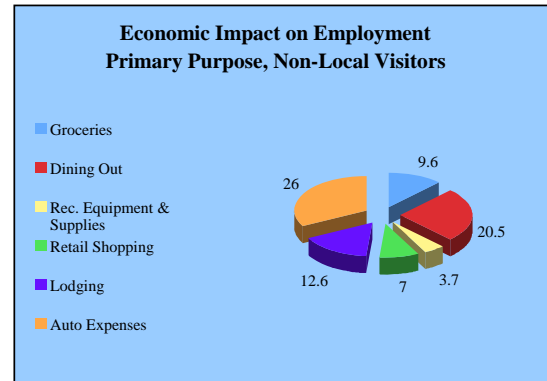


Figure 86. Stone Mountain - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

### *Overall Impacts*

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$539,242. Table 18 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 18. Stone Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$725,291	\$4,554,523
Personal Income	\$508,289	\$2,022,825
Employment	14.8	94.2

### *How the State's Investment Benefits Wilkes County*

The state's operating budget for Stone Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Stone Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Stone Mountain State Park, that ratio is 1:4.5. Therefore, local residents receive a benefit of \$4.50 for every dollar the state invests.